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RECIPIENT INFORMATION	SENDER INFORMATION
To: HAYesh Patel	From: Chung Park
Voice Tel. No.: 571-272-3973	Voice Tel. No.: 650-622-2348
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Your Ref.: app. no. 09/828,257	Our Ref.:
conf. #: 4988	Total Pages (Incl. This Cover Page): 12

RE:

MESSAGE:

Mr. Patel

Would it be possible to arrange a phone interview
for the Office Action? Attached is a proposed
amendment. Thank you.

Best Regards,

Chung Park

650-622-2348 (T)

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Patent
Attorney's Docket No. 033855-007**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of)	MAIL STOP AMENDMENT
Giacalone, Lou Jr.)	
Application No.: 09/828,257)	Group Art Unit: 2154
Filed: April 6, 2001)	Examiner: HARESH N PATEL
For: SYSTEM FOR ELECTRONICALLY)	Confirmation No.: 4988
DISTRIBUTING DISPLAYING AND)	
CONTROLLING ADVERTISING)	
AND OTHER COMMUNICATIVE)	
MEDIA)	

PROPOSED AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 1, 2004, please amend the above-identified patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks begin on page 7 of this paper.